



## **RADAR Network Guidelines for Specialty Centers**

The Regional Alcohol and Drug Awareness Resource (RADAR) Network Guidelines provide each Specialty RADAR Network Center with milestones, objectives, and indicators that will assist in planning, implementing, and assessing achievement of the RADAR Network goals. These guidelines have been agreed upon and deemed operational by the Center for Substance Abuse Prevention (CSAP) and a representative of the Single State Authorities (SSA). The State Centers have a parallel set of guidelines tailored to meet their unique needs.

These Guidelines should be followed in accordance with each Center's directives from the State, Federal, or local office that funds the RADAR Network Center. A Center will not carry out activities that countermand the directives of the funding source. It is important to recognize that not all activities and services covered in the Guidelines have to be delivered directly by the RADAR Network member. Service provision and delivery guidelines may be met by formal or informal agreements with other organizations working in partnership or cooperation with the RADAR Network Center. In fact, such arrangements are encouraged.

The Guidelines are organized within the following areas: Library Services, Information and Referral, Outreach, Promotional Activities, Marketing Services, Equipment and Facilities, Materials, and Management Operations and Evaluation. A final section, Schema, outlines the working relationships among all RADAR Network participants. These guidelines are operational as of May 2003.

### **I. LIBRARY SERVICES**

*Specialty RADAR Network members should strive to...*

1. Maintain or provide access to a collection of substance abuse prevention resources (e.g., reference and program materials) that are retrievable for:
  - a. Reference use onsite;
  - b. Circulation use offsite, if feasible; and

- c. Electronic dissemination (e.g., Internet, e-mail, FAX, etc.)

CSAP will assist RADAR Network members in this effort by providing a suggested listing of core journals, newsletters, and reference materials that may be included in a Center's reference holdings. This list will be provided on an ongoing basis to support the development and maintenance of a common information base among all RADAR Network Centers.

In addition, CSAP will provide current national and international substance abuse statistics to each RADAR Network Center on an ongoing basis. Database searches requested by RADAR Network Centers will receive first priority at the National Clearinghouse for Alcohol and Drug Information (NCADI). However, database searches can be conducted via PREVLIN—PREvention OnLINE—by those Centers with Internet access.

2. Include in their collection single copies of all materials distributed through the RADAR Network. CSAP will support this effort by providing a comprehensive list of materials sent to Network members. In addition, CSAP will send the NCADI *Communiqué*, which describes new products and initiatives, on a monthly basis. Other resources such as *NIDA Notes*; *Alcohol Alert*; *Alcohol, Health & Research World*; *Alcohol Epidemiology Data System Bulletin*, CSAP Prevention Monographs, and other national resources will be provided to Network members free of charge (based on availability).

## II. INFORMATION AND REFERRAL

*Specialty RADAR Network members should strive to...*

1. Respond to requests in their field of expertise through the following means:
  - a. Direct response. Provide answers on the phone, through the mail or e-mail, and by FAX.
  - b. Referral to other resources. Develop and maintain a list of local, State, and national organizations.
  - c. Proactive activities. Maintain displays with materials for pick-up, disseminate materials and information using kiosks (e.g., at college fairs, health fairs, conferences, etc.), develop and maintain Web sites as State resources become available.
2. Contact their local Substance Abuse Librarians and Information Specialists (SALIS) member to develop mutually beneficial working relationships that will enhance the capabilities of both the RADAR Network Center and the SALIS member institutions. RADAR Network Centers may refer Center users to SALIS members as an additional resource. RADAR Network Centers and SALIS members also may share information

- about new substance abuse prevention resources, work together on outreach to public libraries, and enlist each other's support for promotional activities. CSAP will provide assistance in developing creative options for working with SALIS members.
3. Contribute to CSAP's efforts to assist the Network's continuing development by providing feedback on Center activities when requested.
  4. Assist CSAP and other RADAR Network members, as requested, in making connections with other organizations and constituencies related to the Specialty Center's area of expertise.

### **III. OUTREACH**

#### ***Specialty RADAR Network members should strive to...***

1. Identify and contact intermediary groups working with audiences at high risk for substance abuse problems and coordinate activities with these groups. An initial effort to meet this guideline can include regular mailings that highlight activities of the intermediary groups identified and of the Specialty Center's activities. Contacts with intermediaries and the frequency and format of these mailings should be determined by the resources and planning objectives of the individual RADAR Network Centers.
2. Develop and maintain a Network of Specialty Associate Centers within that Specialty Center's area of expertise. The Associate Network will enhance the Specialty Center's ability to disseminate information by representing its expertise at the local level. As such, Specialty RADAR Network Centers should design a strategy for identifying and selecting Associates that will maximize this benefit. A Specialty Center's responsibility to its Associate Network includes:
  - a. Sending prospective Associate Center's application and letter of support from the community (on letterhead) along with a cover letter from the Specialty Center endorsing acceptance of the Associate Center to the attention of:

Manager for RADAR Network Center Development  
NCADI  
P.O. Box 2345  
Rockville, MD 20847-2345

- b. Cooperating and communicating with Associate Centers;
  - c. Providing orientation to Associate Centers;
  - d. Incorporating input from Associate Members to CSAP, including their outreach activities, statistics, and accomplishments when requested; and

- e. Conducting periodic reviews to assess compliance with criteria.

Initiate a working relationship with the Associate RADAR Network Centers in their localities to enhance the effectiveness of the Center and the Associates. These relationships should be developed within the framework of the policies of the SSA.

Applications for Associate membership submitted to CSAP by the Specialty RADAR Network Center will be reviewed and commented on within 30 days. Any concerns about the merit of the application will be discussed and jointly decided by the Specialty RADAR Network Center and the Manager for RADAR Network Center Development.

3. Send in short descriptions of innovative RADAR Network activities and listings of events for inclusion in CSAP publications as appropriate, and for placement on PREVLIN. Each Specialty Center is encouraged to make at least one submission each year.
4. Support the RADAR Network Centers in achieving visibility among the substance abuse prevention professional network.

#### **IV. PROMOTIONAL ACTIVITIES**

*Specialty RADAR Network members should strive to...*

1. Develop a yearly strategic and tactical plan (time frame to be determined by each Specialty RADAR Network Center) to promote their RADAR Network Center's services and resources including exhibits, placement of brochures, news stories, and other activities to raise public awareness.
2. Develop, at a minimum, a one-page fact sheet or brochure on the Center's services and materials including a description of the RADAR Network. A copy of this promotional material should be provided to each of the groups on the Center's referral lists and/or the organizations representing the target client groups identified in the strategic and tactical plans.

CSAP will work with the RADAR Network membership to develop a standard "generic" brochure that can be easily adapted to each Center's needs. To support these efforts, CSAP will provide technical assistance to those RADAR Network Centers that request help in developing their promotional brochures.

#### **V. MARKETING SERVICES**

*Specialty RADAR Network members should strive to...*

1. Compile target audience data and intermediary data, on a yearly basis, such as:
  - a. Incidence and prevalence data on substance abuse problems; and
  - b. Key intermediary groups in their area of expertise.

The compilation of extensive amounts of data on these kinds of items is not the purpose of this guideline. The intent of this guideline is to ensure that each Center either has the information in-house or knows how to access the information. Collection of this type of information supports the RADAR Network Center in its outreach and promotion efforts. This information is a valuable resource that the Center can share with its intermediaries and Associate Centers to assist them in their planning efforts as well.

As part of the partnership between CSAP and the RADAR Network Centers, CSAP may occasionally contact a Specialty RADAR Network Center for information for use in the development of its marketing plans. Likewise, each Center is free to contact CSAP and/or NCADI for information to assist the Center in its planning process.

2. Offer informal feedback to CSAP on planning and strategy selection for various communications-related activities. This input may include:
  - a. **Barriers** - Attitudes, practices, social norms, or whatever makes it difficult to communicate prevention messages;
  - b. **Opportunities** - Events or situations that facilitate communication with the target audience; and
  - c. **Communication Channels** - Types of media (e.g., radio, TV, print) and communication styles (e.g., one-on-one, group) that directly reach the target audience.
3. Assist CSAP in the pretesting of concepts, messages, and materials being produced and/or distributed by CSAP. Such services will be requested as applicable to the Center's particular expertise. It is expected that this will be mutually beneficial since the Center will gain valuable experience in pretesting and development of its own materials. Guidelines and technical assistance on how to conduct pretesting activities will be provided by CSAP.
4. Offer informal feedback on the effectiveness of CSAP's media and materials through a variety of field review activities. Such services will be requested as applicable to the Center's particular expertise. In return, when feasible, CSAP and/or NCADI will strive to provide similar information to the RADAR Network Centers on their materials.

5. Offer informal feedback to CSAP for planning and strategy development based on experiences in the field. Such services will be requested as applicable to the Center's particular expertise.
6. Actively work with local and regional public affairs and press staff to disseminate late-breaking news to local press in a timely manner. Whenever possible, such media announcements should be reworked to provide a "local angle." This strategy increases the likelihood of such announcements being picked up by local news sources, which enhances the visibility of RADAR Network Centers and also improves overall dissemination of this information on the national level. To support RADAR Network Centers in this effort, CSAP will provide technical assistance on developing press releases and other media information items.

## **VI. EQUIPMENT AND FACILITIES**

***To provide a consistent level of service among Network members to the public, each RADAR Network Center should possess or have reasonable access to...***

1. A telephone and mailing address for requesters to contact them for information;
2. A display area for materials and reading room (dependent on the Center's capabilities);
3. Adequate storage space for bulk quantities of materials (can be provided by another organization);
4. A VCR and monitor;
5. Online databases and Internet (e.g., through universities or libraries);
6. A personal computer equipped with Internet connection and Web browser, printer, associated software, back-up disks and other computer supplies; and
7. A facsimile (FAX) machine.

## **VII. MATERIALS**

***Specialty RADAR Network members should strive to...***

1. Send two copies of new print publications or audiovisual materials and supporting documentation to:

Manager for RADAR Network Center Development  
NCADI  
P.O. Box 2345

One copy will be circulated to CSAP staff and the other will be included in CSAP's Prevention Materials Database (PMD). In support of RADAR Network Center efforts, NCADI will provide each Center with a copy of each new publication added to NCADI's inventory. State RADAR Network Centers receive first priority for obtaining negatives or camera-ready copy of new materials. In addition, NCADI will provide each Center with a current copy of the NCADI acquisitions list on a monthly basis through the NCADI *Communiqué*.

Send in copies of publication and production plans for print and audiovisual materials on a semiannual basis or whenever the appropriate governing body or agency approves the plans. These resources can include manuals, pamphlets, brochures, videotapes, training books, and curriculums. In exchange, CSAP will provide each center with a listing of publications in the Publication Planning Clearance (PPC) process. This information exchange between CSAP and the RADAR Network Centers should mutually benefit everyone involved in the planning and distribution of future and revised publications.

2. Use the CSAP Media and Materials Review Process and the NCADI PMD to assess materials currently in inventory and to assess materials being considered for distribution by the Center. This guideline is intended to promote the dissemination of consistent substance abuse prevention messages well-grounded in public health principles and policies.
3. The RADAR Network is committed to the availability of as broad a range of information on the substance abuse field as possible. It is also committed to recommending those materials that are scientifically accurate and consistent with current knowledge of sound approaches to prevention, intervention, and treatment.

## **VIII. MANAGEMENT OPERATIONS AND EVALUATIONS**

***To provide a measure of consistency in operational procedures across all RADAR Network Centers, members should strive to...***

1. Attend a minimum of 30 hours of training each year. Training events should support Center efforts to achieve the RADAR Network Operational Guidelines. CSAP will assist Centers in identifying appropriate training events.

CSAP will provide funding (e.g., travel and per diem) for RADAR Network Centers for national RADAR Network meetings, given resource availability and appropriateness. For CSAP-supported travel to training events, Center representatives are required to attend all sessions in compliance with Federal regulations.

2. Evaluate the effectiveness and marketing penetration of materials and/or communications efforts devoted to reaching ethnic/racial minorities and other audiences at high risk for substance abuse problems. CSAP will support this effort through provision of technical assistance on evaluation strategies. In addition, CSAP will share with RADAR Network Centers the results of its own evaluation efforts in this area so an overall picture of successful substance abuse prevention efforts can be developed for the States, regions, and the Nation.
3. Inform and advise their regional Steering Committee representative of their Center needs and concerns. The committee composition is as follows:
  - One primary and two alternate representatives from each region;
  - One primary and two alternate representatives from each of the Specialty Center categories (Focus at Large, African American, Asian American/Pacific Islander, Hispanic/Latino, Native American/Alaska Natives);
  - One primary and two alternate representatives from among the State Associate Centers;
  - One primary and two alternate representatives from among the Specialty Associate Centers;
  - One primary and two alternate **appointees** from the National Association of State Alcohol and Drug Abuse Directors (NASADAD);
  - One primary and two alternate **appointees** from the National Prevention Network (NPN); and
  - One primary and two alternate **appointees** from Substance Abuse Librarians and Information Specialists (SALIS).

The committee meets annually given resource availability and appropriateness. Steering Committee by-laws are available to the Network.

CSAP provides logistical and technical support to the Steering Committee.

4. Act as intermediaries between Associate Centers and CSAP/NCADI. It is the responsibility of the Specialty RADAR Network Center to inform NCADI of all changes in Associate Networks (i.e., address changes, personnel changes, center additions, or center deletions). Likewise, it is the responsibility of the Associate Networks to inform State or Specialty Network Centers of these changes.



## Schema

The schema explains the working relationships among all parties involved with the RADAR Network. The two main areas of responsibility reflected in this schema are policy and function. The Steering Committee agreed the primary responsibility of RADAR Network Centers is to focus on function, not policy. If policy changes are needed, the appropriate channels to follow are as follows.

- Associates work with their State RADAR Network Center.
- A State RADAR Network Center works with their State prevention representative and their State Director.
- The State Director works with the head of the NASADAD Prevention Committee, who receives input from NASADAD's representative on the RADAR Network Steering Committee. The NASADAD Executive Board, NASADAD Prevention Committee Chair, and CSAP work on the resolution of policy issues.
- The Steering Committee communicates with CSAP and NCADI on nonpolicy issues. CSAP should be notified regarding policy issues, but Steering Committee input on policy should be directed through the NPN/State Director/Prevention Committee/NASADAD linkages.
- Specialty RADAR Network Centers communicate directly with NCADI on functional issues, and their input on policy goes to CSAP through the Steering Committee.